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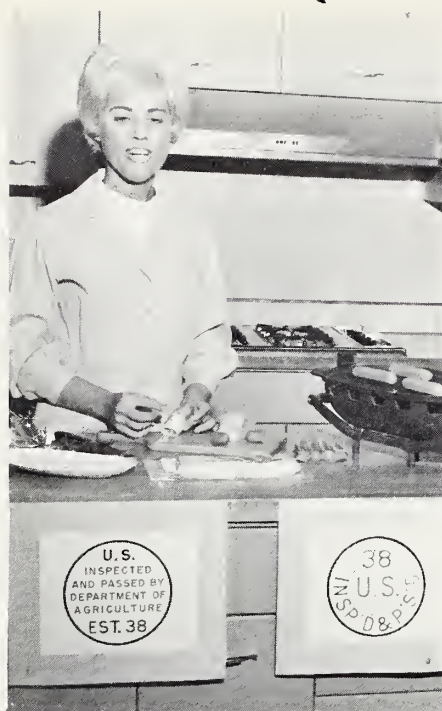
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WHERE DO THE APPLES COME FROM?



Consumer Education Specialist



"DOES THE LIST OF ingredients on a meat or poultry food product tell me more than just what's in the container?"

"What's the difference between a product labeled 'Beef and Gravy' and one that's labeled 'Gravy and Beef'?"

"How can I have a voice in the making of U.S. Department of Agriculture rules for meat and poultry product content and labeling?"

Sara Beck, a consumer education

specialist in Washington, D.C., with USDA's Consumer and Marketing Service, has answers to these and many more questions she regularly gets from consumers and consumer spokesmen about the Federal meat and poultry inspection program.

Trained in home economics and communication, she reaches consumers by way of national, regional, and State meetings and conventions, as well as through newspapers, magazines, television, and radio.

Miss Beck says she has found consumers to be keenly interested in the content and wholesomeness of the meat and poultry products they eat. They want to know how to read labels, how to select for economy, how to properly prepare these foods, and how to keep them safe for eating between the time they buy and serve them.

"Inspection assures that meat and poultry products are wholesome," she says, "but it's the consumer's responsibility to make sure these foods stay healthful all the way to the table . . . through proper han-

dling, preparation, and storage."

Federal inspection—the primary emphasis of her talks—is "as thorough and practical as modern technology can provide," she says. "Keeping the inspection program attuned to dramatic changes taking place in the food industry—from an army of new products to new innovations in processing—is a challenging undertaking."

"The challenge is felt the most," she says, "in our effort to assure that USDA rules for labeling and composition of meat and poultry food products reflect the views of all interests—consumers, as well as industry representatives."

"An equal challenge, shared by Federal and State officials alike, is that of implementing two new Federal laws—the Wholesome Meat Act and the Wholesome Poultry Products Act. The two measures will bring all meat and poultry products consumed in this country under a uniform nationwide system of Federal and State inspection by the end of 1970," Miss Beck says. □

COVER STORY

Apples come from all over and the Federal-State Market News Service helps get them to market. See page 4.



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NO ONE KNOWS BETTER than the produce trader himself that his industry is fraught with risks and perils. The grower must harvest at exactly the right moment and the buyer, often hundreds of miles away, must depend on accurate inspection and swift, safe transportation of these perishable commodities. Brokers, agents and commission merchants likewise must act quickly and responsibly on behalf of their clients.

To bring order and discipline to the produce industry, Congress passed the Perishable Agricultural Commodities Act in 1930. Since then the PACA, administered by the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service, has served effectively as the good business practice law for growers, shippers, and buyers of fresh and frozen fruits and vegetables. One of the key values in the PACA is its ability to enforce produce trading contracts.

Licenses are essential to the PACA's operations. The law requires licenses for dealers, commission merchants, brokers, grower's agents, and shippers handling produce in interstate or foreign commerce. Through these licenses PACA officials can monitor those engaged in the produce industry and, by suspending or revoking a license, ban persistent and flagrant violators from produce trading.

License fees, in turn, make the activities under the PACA self-supporting. That means the produce industry itself supports the cost of investigations, inquiries, and enforcement authorized by the law. The Regulatory Branch in the Fruit and Vegetable Division of C&MS maintains field offices in four major cities for the convenience of the industry.

One of the largest settlements effected by the PACA men in recent months—over \$100,000—involved a firm which had contracted through

IS YOUR BAG FRUITS AND VEGETABLES?

Let PACA Protect You

By Gordon V. Barnes

A key value of PACA is its ability to enforce trading contracts.

a broker to purchase one million pounds of blueberries from a producer. The shipper claimed he advised the broker that since supplies of blueberries were light, the contract would have to stipulate that delivery was contingent on availability of the fruit. The broker's memorandum of sale, however, did not show this condition and the shipper himself did not take exception to the error for several days.

When the shipper could not fulfill the contract, the buyer filed a complaint under the PACA. The buyer insisted that the shipper either deliver the one million pounds or pay five cents per pound in damages to defray the cost of having to buy blueberries elsewhere at a higher price.

After extensive negotiations, with PACA officials acting as mediators and furnishing technical advice to both parties, a compromise settlement was reached. The shipper would deliver 400,000 lbs. of blueberries at the invoice price and in addition pay \$15,000 in damages for failure to deliver the additional 600,000 lbs.

Although the PACA authorizes formal legal proceedings the majority of cases are settled in this out-of-court manner.

Another recent case, settled through the PACA, involved a contract whereby a farmer was to grow a given number of acres of sweet peppers and additional acreage in hot peppers for delivery to a processor. Under the contract, the processor furnished the seed and a \$9,000

advance for the farmer's initial expenses.

At the end of three months of routine harvesting, the grower claimed, the processor's representative arrived on the scene to help solve a problem. Because the seed had been mixed at some point, sweet and hot peppers were growing in the same field. According to the grower, the processor's representative first instructed him to separate the peppers in the field and then supervised packing and shipping operations.

The grower claimed some time later that he had been underpaid by over \$21,000 in the processor's final accounting. In his own defense the processor claimed the peppers were mixed and in poor condition upon arriving at his plant. The processor also claimed that he delivered the seed in good condition and that the farmer must have mixed the two varieties. The processor charged that these problems necessitated additional sorting at the plant and dumping because of poor condition.

PACA investigators found that the processor had no evidence to substantiate his losses through dumping. Furthermore, the processor could furnish no evidence that the grower was responsible for the mixed seed. As a result of the PACA action, the grower received an \$18,000 settlement.

As these cases have indicated, the PACA is not only an effective watchdog for produce traders but also a time-tested means for settling disputes without legal or formal proceedings. □

The author is Head, Complaint Section, Regulatory Branch, Fruit and Vegetable Division, C&MS, USDA.

WHERE DO THE APPLES COME FROM?

By C. B. Miller

Northwest, New England, New York, Appalachia—Federal-State Market News reports help shippers and buyers get apples to market all over the country.

TRAVELING OVER SNOWY mountain roads in Appalachia, trucks filled with freshly packed apples make their way to Philadelphia, Baltimore, Atlanta, and as far west as San Antonio, Texas.

If you live in the far West, most of the apples you eat come from Washington and Oregon. New York State and New England blanket the Northeastern area, and Michigan is the biggest source in the Midwest. But apples from all these areas, and from other apple-producing States, are making cross-country trips throughout the year, so if you're in New Orleans, you might get Michigan apples in April, and if you're in Detroit, you might get North Carolina apples in August. If you're not sure where that apple you're eating is from, better guess Washington State—it's the biggest producer, supplying areas throughout the country all year round.

Aiding this cross-country commerce in apples are daily reports of the Federal-State Market News Service. This Service, administered by the Consumer and Marketing Service of the U.S. Department of Agriculture in cooperation with State agencies, provides up-to-the-minute market information throughout the country on most agricultural products.

The Fruit and Vegetable Market News Service, operated by the C&MS Fruit and Vegetable Division, maintains offices in the major apple producing areas and at large wholesale markets. Market reporters in these offices collect and analyze informa-

tion on prices, supplies, and market conditions, so producers, shippers, wholesale and chainstore buyers, retailers, and others can have an unbiased account of the market situation on apples—and an equal chance in bargaining on supplies and prices. Using the market news reports, an apple shipper in West Virginia, for example, can decide which wholesale market will give him the best price, and a wholesaler or chainstore buyer in Cincinnati can determine which producing area will have the supplies he needs at the best price for him.

Apple marketing is a year-round business because cold storage and the newer controlled atmosphere (CA) storage facilities let packers and shippers hold supplies of apples for months after harvest. CA storage arrests ripening of the apples, so that when you get them, they're just about like the freshly picked fruit.

Apples being trucked through the snow in Appalachia this February were harvested in September and October. Held in large bulk boxes in CA storage in the more modern storage and packinghouses, the apples are washed, sorted into sizes and grades of quality, and packed in shipping containers before they're sent on their way to market and to you.

While much of this work is done by automatic equipment, sorting apples into grades of quality is still pretty much a job for human beings. In most packinghouses in Appalachia, trained plant workers sort

apples by freedom from defects, color and shape, based on standards of quality established by C&MS—the U.S. grade standards.

U.S. grades for apples—U.S. Extra Fancy, U.S. Fancy, U.S. No. 1—help packers and shippers establish a value for their product and play a major part in the movement of apples from producing areas to wholesale markets, and to you, the consumer. The Market News Service quotes prices and supplies according to grades whenever possible. These grades, which define differences in quality in apples, mean a buyer in Minneapolis can order apples, sight unseen, from a shipper in Virginia with assurance of the quality he can expect to receive. And, of course, the buyer bases his decision on the grades that sell best in his area—the ones you like to buy.

To make sure of the quality of the apples they ship, many packinghouse operators request official certification of the grades by the Federal-State Inspection Service. This Service is also administered by C&MS, in cooperation with State agencies, and fruit and vegetable inspectors are trained and supervised by the Fruit and Vegetable Division. Packinghouse operators, and others who use the inspection service, pay a fee to cover the costs of inspection. □

The author is Head, Marketing Reports Section, Market News Branch, Fruit and Vegetable Division, C&MS, USDA.

Apples float from bulk boxes at the start of the packing line (left) and end up in the film bags (right) that you find in the supermarket.



A CHANGE HAS COME OVER THE FOOD STAMP PROGRAM

C&MS designates 235 new areas and allows some families to get more food for less cash.

NEEDY PEOPLE ACROSS the country are starting to receive benefits from changes in the Food Stamp Program that were initiated late in 1968 and are now taking effect at local levels.

Two actions by the U.S. Department of Agriculture in November and December provide either new or improved benefits from food stamps for low-income people. And by the end of the current fiscal year, about 780,000 poor people may be helped to get more and better food.

In the first action, USDA designated another 235 areas in 31 States to begin the Food Stamp Program this fiscal year. The second action allows families with net incomes under \$70 a month to get more food for less cash.

In the new areas, an estimated 280,000 low-income people will begin to increase their food-buying power with food stamps for the first time. And, approximately 500,000 additional poor people will benefit from the revision affecting people with less than \$70 a month income. This is the estimate of the number of needy people in this income level already taking part in the program.

When all presently designated areas are fully operating about 3.5 million people will be benefiting from food stamps in about 1,550 areas in 43 States and the District of Columbia. The new food stamp areas include all those for which State welfare agencies had requested the program at the time of the announcement.

Among the new areas are counties

including such major cities as Houston, Texas; Sacramento, Calif.; Des Moines, Iowa, and Newark, N.J., as well as a great number of rural counties.

Under the program revision, the issuance schedules in all participating States are being changed for the affected families with net incomes of under \$70 per month. The change will help the lowest-income families get more food for less cash, by increasing the amount of food stamp coupons these families can get and, at the same time, reducing the amount they pay for the coupons.

The change follows the 1967 reduction of the minimum purchase requirement of 50 cents a person per month, with a maximum of \$3 for a family of six or more. Although the minimum still remains the same, these families will now get more coupons.

Thus, the lowest-income families will be able to increase their food-purchasing power to help them more nearly afford a low-cost adequate diet. The liberalization also makes it easier for more of the "poorest of the poor" families to take part in the program.

For example, a family of four with a monthly income of \$20 in a southern State formerly paid \$2 to get \$48 worth of food stamps. Through the program change, they will pay \$2 to get \$58 worth. Another family of four with a monthly income of \$50 in a southern State, previously paying \$22 for \$58 worth of stamps, now will pay only \$18 for \$60 in stamps. □

INSPECTION for your PROTECTION

To keep you from getting "soaked" when you buy a ham, U.S. Department of Agriculture meat inspectors require that any ham processed under Federal inspection be labeled "Ham, Water Added" if it contains up to 10 percent added moisture—and "Imitation Ham" if the added water goes above that amount.

Insuring that hams are correctly processed and labeled is part of the big inspection-for-your-protection task carried out by USDA's Consumer and Marketing Service. As an example, an inspector recently retained, until they were properly shrunk down, 496,000 pounds of hams that had too much moisture. Other recent routine actions, exemplifying the around-the-clock inspection activity, include:

... Condemning 5,940 pounds of boneless beef found to be spoiled and moldy.

... Detaining—until it was destroyed—24,000 pounds of luncheon meat found to be unfit for food.

... Condemning 73 cattle carcasses that were contaminated with sour water, rotten cork insulation, dust, and other debris resulting from collapsed beams in a cooler room.

... Condemning seven cattle found upon inspection following their slaughter to be affected with tuberculosis.

... Condemning 25 hogs that had been cooked and contaminated in the scalding vat of a packing plant. □

The Meat Inspector's Unseen Partner

Back in the lab, C&MS experts give scientific support to the consumer protection efforts in the field.

By R. H. Philbeck

MENTION THE FEDERAL meat and poultry inspection program and most people would picture a white-coated inspector carefully examining sides of beef in a slaughter house or poultry in a processing plant. This impression is correct—but only partially correct—since the program assuring consumers that their meat purchases are wholesome reaches much further than the slaughter house and packing plant inspectors.

Each inspector in the field is

The author is Chief, Laboratory Branch, Technical Services Division, C&MS, USDA.

backed up by an unseen but essential team comprised of the chemists, pathologists, microbiologists, and other laboratory experts who examine meat samples to assure compliance with the stringent Federal standards for wholesomeness, accurate labeling, and purity.

This laboratory team is staffed by members of the U.S. Department of Agriculture's Consumer and Marketing Service which administers the Federal meat and poultry inspection program. The team's value is based on the realization that meat inspectors in the field—although highly skilled in their work—nevertheless require technical and analytical support for their visual observations.

In most cases, for example, a field inspector can determine whether an organ is so diseased that it requires condemnation of the entire animal. But in marginal cases the inspector may want a laboratory evaluation or verification of the organ's condition.

The inspector will air mail samples of the questionable meat to

C&MS pathologists in Beltsville, Md., for microscopic analysis. Within a short time the inspector can be informed whether the animal—which by this time has been retained from further processing—is or is not fit for consumer channels.

There are also seven C&MS chemistry laboratories throughout the country. Aided by the most modern and sophisticated equipment available, these technicians can detect ingredients comprising only hundredths of a percent of the total product.

As part of their daily or weekly routine, inspectors in processing plants send samples to one of the chemical laboratories for analysis. This examination assures compliance with the rigid tolerances which have been set for any substance contained in a meat product.

The regional laboratories daily receive hundreds of pounds of meat for chemical analysis. In a recent month, these chemists checked over 15,000 samples.

Frankfurters and other cooked sausages, for example, generally undergo a standard series of tests although an inspector in the field may request an examination for virtually any component in the product.

Since Federal standards limit the amount of moisture in cooked sausages, a laboratory test for this factor is standard procedure. The amount of cereal or other "extenders" is further determined as is the protein content of the product. Honest labeling is a further requirement for federally inspected meat. Thus the C&MS chemists will check the accuracy of the manufacturer's label to be sure that the product contains no more or less than the ingredients listed.

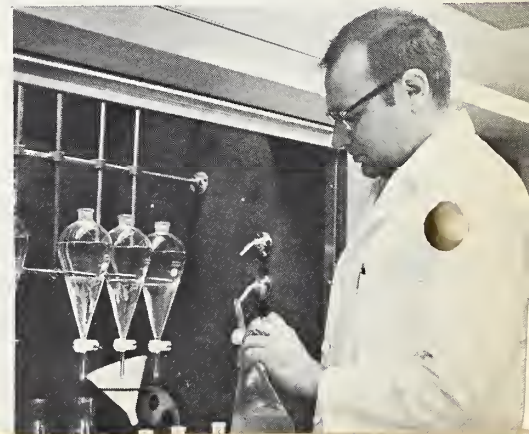
Before being slaughtered, animals may consume a variety of substances, some of which may be undesirable or even harmful in a meat or poultry product. Feed grains, for instance, may have been sprayed with pesticides while growing. The meat product will therefore be tested for pesticide residues which may have remained in the animal.

The field inspector's support team also includes microbiologists. These experts sample meat products and check for bacteria with special attention to changes in bacteria count from the time the product is first manufactured to the time it reaches the retailer's shelves. Bacteriologists also identify the exact type of bacteria which may be present and determine the bacteria level which could harm consumers.

Finally, a staff toxicologist helps the inspection effort by establishing the health hazards presented by certain elements in a meat product.

Most consumers have never seen the inside of a C&MS laboratory. But they can still be sure that meat and poultry bearing the USDA inspection seal has been carefully examined—even under a microscope—to guarantee wholesomeness. □

C&MS laboratory technician grinds meat sample (left) and another technician (right) prepares the sample for content analysis.



A BLUE BOOK FOR DAIRY PLANTS

C&MS publishes a list of surveyed and approved plants producing high-quality products.

THERE'S A "WHO'S WHO" for practically every industry, profession, and organization in the United States. The dairy industry, too, has its listing of elite plants producing butter, cheese, sour cream, nonfat dry milk and other dairy products of consistent high quality.

The list is called "Dairy Plants Surveyed and Approved for USDA Grading Service." It's a long title but just as worthwhile to those who buy and who produce dairy products as the more fashionable "green book" of Washington Society.

A plant can "make" the list only if it has undergone rigid examination by a survey inspector licensed and approved by the U.S. Department of Agriculture, who checks no less than a hundred items in, around, and near the plant.

The plant survey program is the basic dairy inspection and grading program offered by USDA's Consumer and Marketing Service. All other services of the C&MS Dairy Division—inspection and grading by lot, resident grading and quality control, and laboratory service—are based on the plant survey. Certification of quality cannot be given to products of a plant that has not been "approved."

All of these services of the Dairy Division are offered to the industry on a voluntary, fee-for-service basis.

The actual plant survey is performed by a highly trained survey

inspector who is licensed and supervised by the Dairy Division's Inspection and Grading Branch. Some of the many things he looks for are:

- *The plant must be clean and orderly. Proper lighting is required in such areas as the raw milk grading and receiving line, the manufacturing areas, and the warehouse and supply rooms. Lighting is checked with a light meter to determine if it is sufficient for effective cleaning operations.

- *Plant facilities must be well constructed and kept in good condition.

- *The incoming raw milk must be regularly graded as it comes into the plant. The survey inspector observes the product during examination by the plant personnel and verifies that the grading is adequate.

- *All the processing equipment must be kept immaculately clean in the ordinary housekeeping practices of the plant. The survey inspector dismantles the equipment and checks for cleanliness.

- *Packaging techniques used in filling the containers must employ the most sanitary procedures. The containers must provide the best protection for the product.

- *Essential to each well-run plant is a laboratory testing program. Survey inspectors check to see that the laboratory can assure adequate control to maintain production of high-quality finished products. The inspector even checks control records.

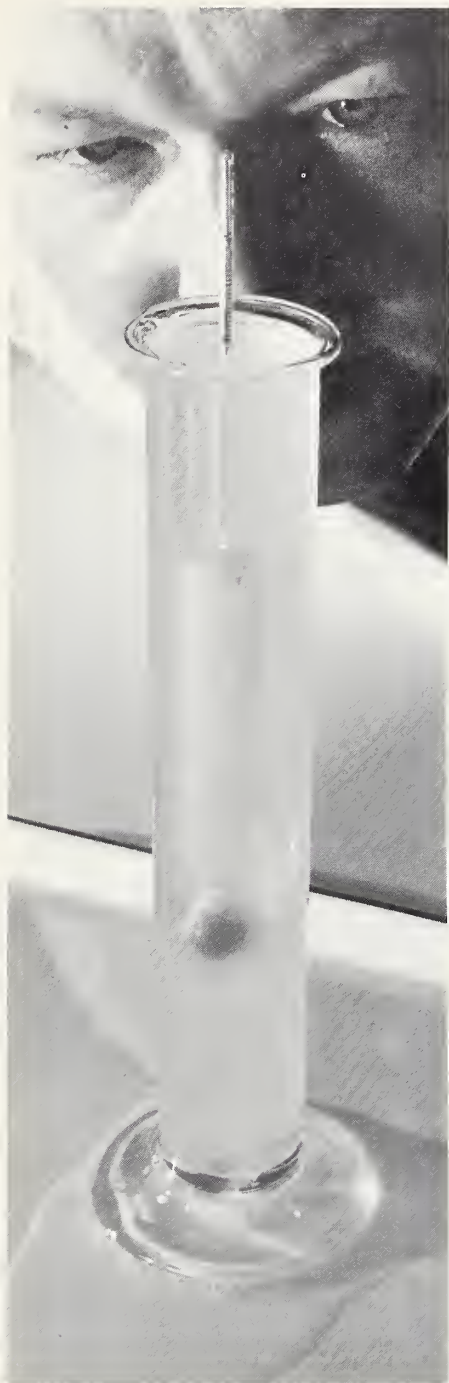
Because plants manufacturing different items differ in equipment and specific methods of manufacture, USDA-supervised inspectors must tailor each survey to fit the plant. In the manufacture of nonfat dry milk, for example, the air supply used in drying, cooling, and conveying must be free of odor or extraneous matter. The inspector checks to see that all of the air is filtered before it contacts the product.

Once the plant survey is made, the inspector meets with the plant management to discuss deficiencies and to explain what must be done before the plant can rate the "approved" status.

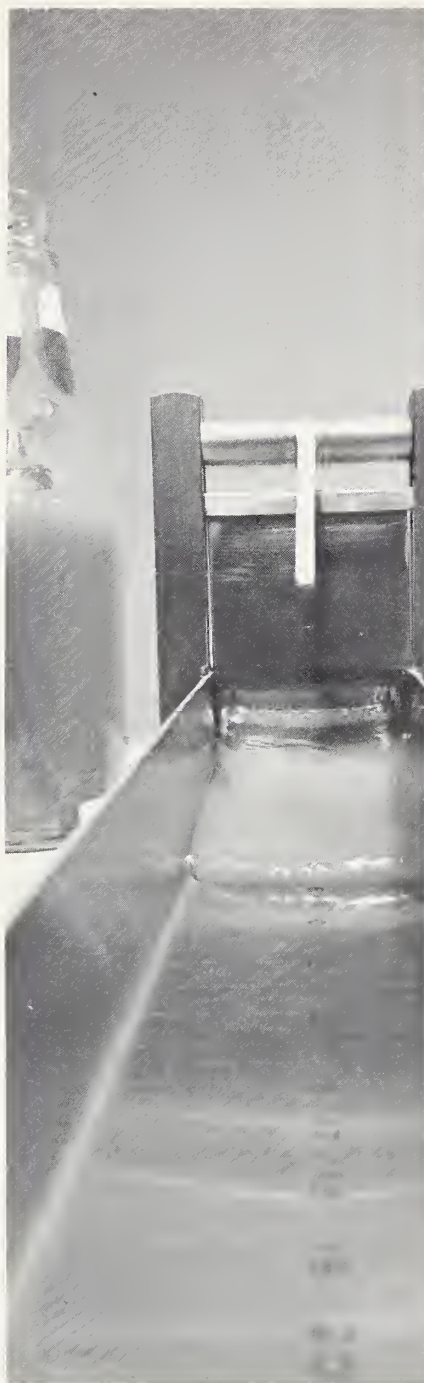
When corrections are made, the inspector makes another survey before granting "approved" status to the plant. An approved plant does not automatically keep its status. A survey must be conducted every six months, and the list changes that often. For nonfat dry milk plants, surveys are made every 90 days.

The present listing of plants approved for inspection and grading services includes over 1,200 plants. This represents about 75 percent of all plants producing butter, cheese, dry milk and evaporated milk.

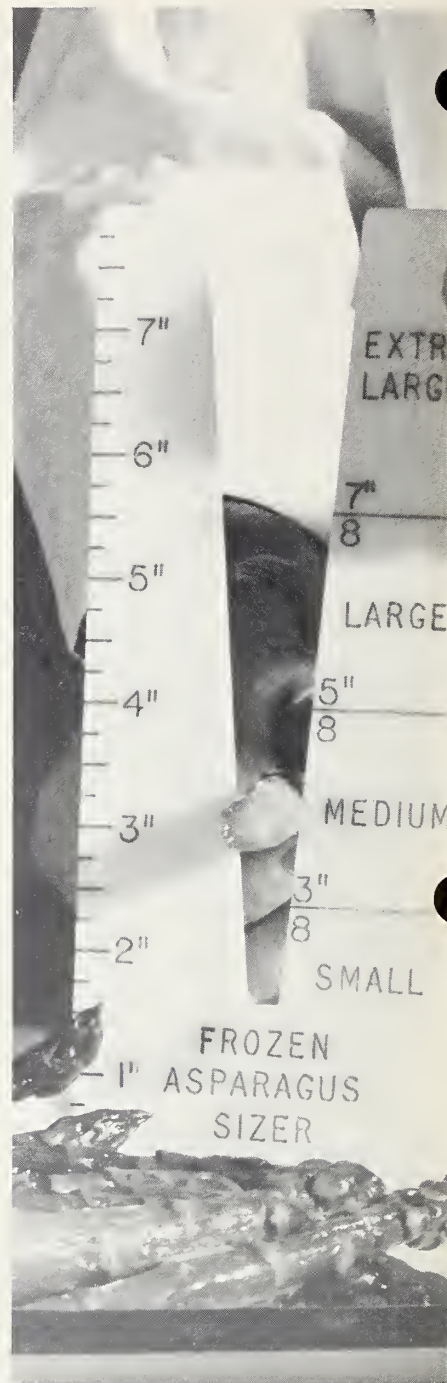
You can get a list of the "elite" dairy plants by writing the Inspection and Grading Branch, Dairy Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. ☐



Inspector reads a hydrometer which tells him sirup is extra-heavy, heavy, or light. Labels on cans must indicate sweetness of sirup.



High-quality catsup should not be too thick or too thin. This device, a consistometer, measures the "flowing" quality of catsup.



Canned and frozen asparagus are usually labeled as to size. This simple device can check both the width and the length of the stalk.

GRADING GADGETS

A mixed bag of visual aid devices assures uniform application of the standards for grades of processed fruits & vegetables.

THE PLASTIC CARD with the V-shaped cut in the center helps to verify that canned or frozen asparagus are "medium size," as indicated on the label. The complicated looking electronic machine tests fruit or vegetable products for vitamins.

These devices are only some of the visual aids used by processed fruit and vegetable inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service. The C&MS inspectors of the Fruit and Vegetable Division base their quality judgments on the U.S. standards

which define the differences in quality of over 140 processed fruits, vegetables, and related products like catsup and peanut butter.

These grading gadgets help to translate the standards into objective terms so they can be applied uniformly throughout the country by any USDA fruit and vegetable inspector.

The end result of the U.S. standards and the grading work of the C&MS inspector is better, quicker, easier marketing of processed fruits and vegetables. □

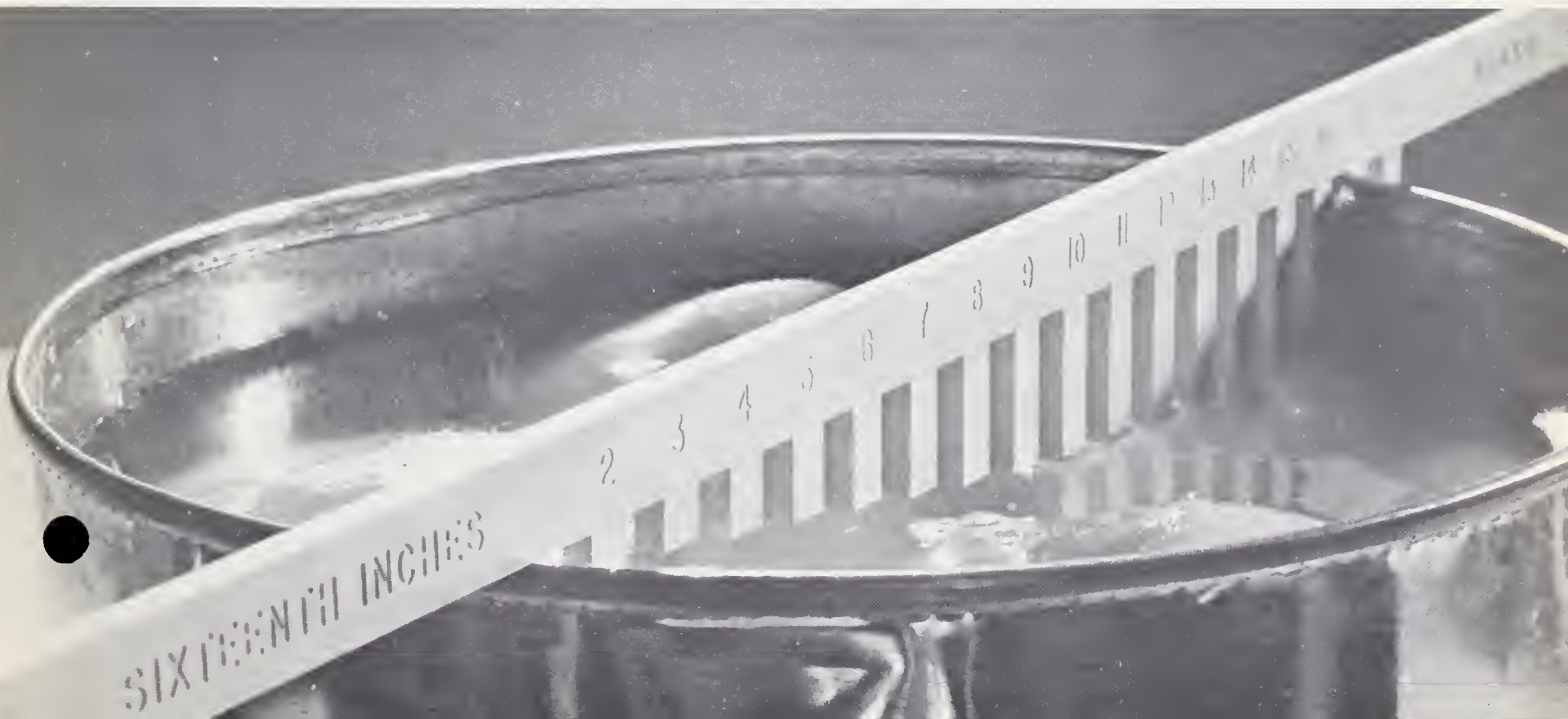


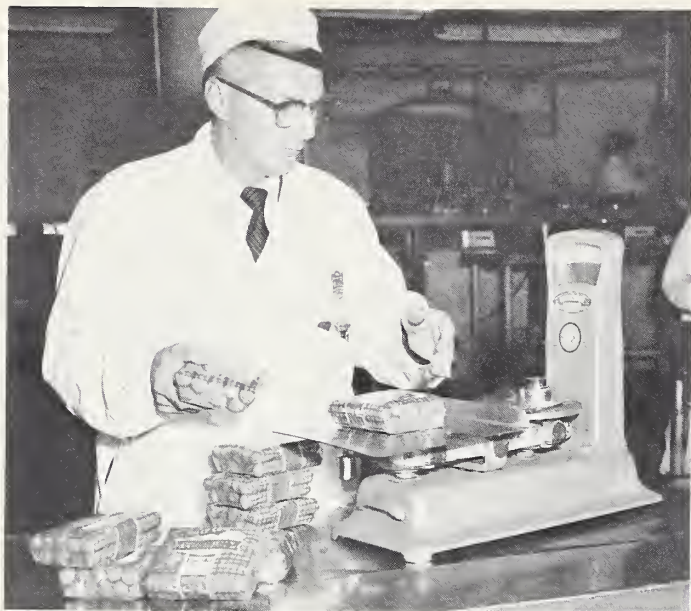
Refractometer (above), is found in every inspector's lab, and measures the sugar concentration of such products as jams, jellies, and preserves.



Sophisticated spectrophotometer (left) is capable of measuring minute differences in color, the presence of vitamins A and B₁, quality of juices, and scorching in dehydrated food products.

Gauge for determining fill of container is a must for C&MS inspector's kit. A can must be at least 90 percent filled, and this is calculated to the 16th of an inch with this tool.





New training program for processed meat inspectors includes on-the-job training. Here a C&MS inspector performs a net weight inspection.

Processed Meat Inspectors Go Back To School

Adding processed food inspection to the Consumer Protection training program, C&MS now does even more to assure the consumer of clean, wholesome meat.

By Dr. Moses A. Simmons

IN CONTINUING TO upgrade its formal training program for meat inspectors, the U.S. Department of Agriculture has added processed food inspection to the Consumer Protection training program.

USDA's Consumer and Marketing Service said this effort is another step to make sure that meat and poultry offered to consumers is clean and wholesome.

The new processed food inspection course is designed for prospective processing inspectors without experience. As an introductory course, it covers areas common to all processing jobs—smoking, curing, sausage manufacturing, canning, and rendering.

Processing inspection trainees are trained in four areas—processing orientation, processing procedures, inspection control procedures, and inspection techniques.

Training includes sanitation inspection procedures, net weight in-

spection, microbiology and food poisoning, boneless meat re-inspection, export and import inspection, fabrication and portion control, marking, branding, labeling, control of additives and inspection control methods for cured and smoked meats.

Classroom time is also devoted to mathematics, statistical sampling procedures, testing and counseling. Total training time is four weeks and features on-the-job training.

Of the regional training centers at Fort Worth, Los Angeles, Omaha, and St. Paul, only Omaha offers processing inspection training at present. One class has successfully completed the first processing inspection course and another is under way. Six State inspectors were among those who completed the first session.

C&MS officials expect to offer similar courses for both Federal and State inspectors at Los Angeles and St. Paul. These sessions are sched-

uled for February 1969.

In the near future, USDA expects to begin processing inspection training at Ohio State University. This is a significant development since it will give USDA full access to university-level scientific capabilities.

The Ohio State program should upgrade the know-how of food inspectors who have been through an introductory processing inspection course and have practical job experience.

In addition to processing inspection, the regional training centers offer training sessions for meat inspectors. A four-week course provides training for inspecting a single species—beef, swine, or sheep; a five-week course covers any two of the species; and a six-week course provides training for inspecting all three species.

These courses include instruction in inspection of animals before and after slaughter, sanitation, packing house procedures, health and safety, humane slaughter methods, and radiological monitoring.

These regional training centers also train veterinarians. Training sessions for veterinarians last 12 weeks, and include training in routine inspection procedures, final post-mortem examination and disposition of carcasses. They also receive an introduction to supervision and administrative duties.

On the job, Meat Inspectors and Veterinarians work as a team in identifying and removing abnormal and diseased carcasses and parts from the meat supply. Disposition of suspected carcasses and parts is carried out under close veterinary supervision.

Well-trained veterinarians and food inspectors are a vital part of the inspection program designed to assure American consumers that all meat in the United States is clean, wholesome, and unadulterated, whether inspected by Federal or State inspectors. □

The author is Acting Head, Training Group, Program Services Staff, C&MS, USDA.

Florida Celery Order Expanded for Progress

By James B. Wendland

Individual grower allotments and marketing holidays are some of the provisions this Federal order now includes.

THE STRONG VOTE OF confidence which Florida celery growers recently gave their Federal marketing order is more than a sign of these farmers' eagerness to help themselves. The broadening amendment—supported by 95 percent of the growers voting in a referendum—provides a case history of the potential scope and value of these farmer-designed and farmer-operated programs.

The Federal order, when adopted in 1965, included only a provision for annual marketing allotments to growers to help tailor sales to expected demand.

The grower allotment provision was itself unique at the time. It enabled celery farmers to avoid the inevitable surpluses and low prices which result from lack of coordination among growers.

At a hearing last summer, however, the celery industry supported the expansion of the Federal order

to include virtually every provision which the enabling legislation of 1939 authorized. Knowledgeable members of the industry testified they simply could not afford a return to the high risks and financial losses which accompanied their operations without a marketing order.

A key to effectiveness for the entire order is the ability to match marketings to demand during various periods. The first step is a forecast of probable demand for celery in a given year. Before the planting season begins, the Florida Celery Committee, the industry group which administers the order, will recommend the amount of celery which should satisfy market demands. This total output will then be broken down among individual growers, depending on their production in past years.

Individual grower allotments are one means of avoiding surpluses for an entire season. But allotments do not eliminate the hazard of oversupply during a given short-term marketing period.

To avoid this risk, the Federal order includes a provision to regulate the amount of celery which a handler may receive from a grower and send to market during a specified time period. Each grower's amount would be determined by applying a uniform percentage to the quantity of celery he has available for market during that period. Handlers would then be authorized to receive from individual growers during that "flow-to-market" period only the given proportional amount of the overall crop.

As a further safeguard against uneven market supplies, the order authorizes marketing "holidays" to prevent adding more celery to an already saturated distribution system. Such a pile-up in distribution channels could be caused by extremely cold weather in the North, labor strikes, or legal holidays.

This flow-to-market provision, as does the entire marketing order, benefits both the celery industry and consumers. By preventing market gluts and scarcities, the order stabilizes prices which growers will receive for their output. At the same

time, consumers are assured of having sufficient supplies, at reasonable prices, available at all times.

Consumers also have a stake in other provisions of the marketing order. Growers of all crops realize that the marketing of inferior products develops little good will among the consuming public. The celery growers incorporated into their order a provision to prevent shipment of less desirable grades and sizes.

By sending to market only high quality products, the industry is

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better able to benefit from public advertising, another facet of the Federal order. Statistics point out a 25 percent decline in per capita consumption of celery since 1946. Hopefully, this trend will be halted and perhaps reversed by an active promotional campaign financed by the industry itself. The administrative committee now plans to use the talents of advertising and marketing experts to further the promotion.

In addition to promoting celery among consumers, the assessments collected from handlers will also help finance research into new uses for the product as well as more efficient marketing methods.

The forward steps taken by the Florida celery industry typify the interest shown by growers of various crops in recent months to take full advantage of marketing orders by revising and expanding them to meet changing conditions.

Cranberry growers, for example, recently approved their own long range allotment program to help prevent the build-up of excessive surplus stocks. Similarly, growers of navel and valencia oranges in California and Arizona recently amended their marketing orders to provide a greater degree of flexibility in meeting requirements of the marketing program. □

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

SCIENCE FOR BETTER LIVING

The Yearbook of Agriculture, "Science for Better Living," published by the U.S. Department of Agriculture on October 20, 1968, tells how agricultural research is constantly improving our food, clothing, and shelter, water, and air.

There are many research developments that the book reports on, such as use of plants for air pollution detectives, oblong tomatoes to reduce harvesting costs, growing a "forest" in 3 years, better ornamentals for homeowners, improved cotton seer-sucker, new techniques in frozen foods, effective methods for stopping crabgrass, and a new low-calorie cheese. One of the 83 chapters even explains how space satellites may help farmers of the future.

Scientists in USDA laboratories and other Federal and State agencies, at universities, or in private industry, have written most of the

chapters. There are many dramatic, readable case histories featured in the Yearbook, which is designed to help farmers, suburbanites, city residents, and students. Over 250 photographs, including a color section with 53 photos, make the book most enjoyable reading.

You may request a copy of the Yearbook for \$3 from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, or you might obtain a copy from your Senator or Congressman, who has a limited number of copies for free distribution. □

NEW FOODS FOR INFANTS AND MOTHERS

Special supplementary food donations, inaugurated last November, are expected to help 225,000 expectant and nursing mothers, infants

and young children by the summer of 1969.

Because of the extreme vulnerability of low-income groups to health problems and nutritional deficiencies, this pilot program provides additional nutritious foods for women and children on an individual "prescription" basis through clinics and health centers. It was developed by the U.S. Department of Agriculture and the U.S. Department of Health, Education and Welfare's Children's Bureau and is administered by USDA's Consumer and Marketing Service.

The foods for the new program were selected especially to meet the nutrition and health needs of young families. They include evaporated milk, corn syrup, nonfat dry milk, fruit juice, canned fruits and vegetables, scrambled egg mix, farina, fortified chocolate milk drink and peanut butter.

Here is how the program works. Medical staffs of clinics and health centers serving low-income families

will write "prescriptions" for the kinds and amounts of supplementary food they find necessary to meet the health and nutrition needs of mothers, infants and young children. Families get their "prescription" filled free at a local distribution center.

The new supplementary food program, administered cooperatively by Federal, State, and local agencies, is not limited to areas operating USDA's Commodity Distribution Program, but will also be available to Food Stamp Program areas, and areas without any USDA food program. Within the target group of expectant or nursing mothers, infants and young children, those who are eligible for free medical care, food, or welfare help are automatically considered eligible for supplemental foods, if medical authorities find they need it.

Additionally, an important phase of this new food program is the development and initiation of food education activities. To get maximum benefit from the supplemental food, these young mothers will get guidance in using them to feed their infants and young children. □

DOES YOUR WAREHOUSE PASS THE TEST?

A voluntary program of licensing and inspection of public warehouses is handled under the U.S. Warehouse Act by the U.S. Department of Agriculture's Consumer and Marketing Service.

Warehouses licensed under the U.S. Warehouse Act are frequently examined to insure that farmers and others have available safe facilities in which to store agricultural products at reasonable rates.

A total of 1,316 grain warehouses with a capacity of 1,587,978,000 bushels and 492 cotton warehouses with a capacity of 15,747,000 bales of cotton are currently licensed under the Act. The frequency of

examinations for licensed cotton warehouses under the Act continued to climb this year.

Investigations of six violations of the U.S. Warehouse Act were closed during the year with one of these resulting in a conviction. Five more are still pending. □

INSPECTION OF TOMATOES FOR PROCESSING IN PUERTO RICO

This January the Federal-State Inspection Service began its second season of checking the quality of tomatoes grown for processing in Puerto Rico. The Federal-State Inspection Service is administered by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with State and other agencies.

Last year, inspectors with the Puerto Rico Department of Agriculture, licensed by C&MS, inspected nearly 12,500 tons of tomatoes for processing and certified their quality according to U.S. grade standards. The contract between the grower and processor—which sets the price the grower receives—is based on the percentage of tomatoes that grade U.S. No. 1 and U.S. No. 2 in the grower's deliveries. The inspection service is paid for by the processor.

Some of the products processed from these tomatoes are catsup, tomato juice, and tomato sauce.

The Puerto Rican inspectors are trained and supervised by the C&MS Fruit and Vegetable Division.

FEBRUARY PLENTIFUL FOODS

Cold-weather food shoppers will find plenty of their favorite foods on February markets, the U.S. Department of Agriculture reports.

Look for broilers-fryers, green split peas, pork, canned salmon, potatoes, and onions; also, canned tomatoes and tomato products, canned and frozen sweet corn, fresh oranges and grapefruit, as well as canned grapefruit juice, and dried prunes. □

FOOD TIPS

—from USDA's Consumer
and Marketing Service

How about some home-made split pea soup to warm you up on those cold winter evenings? For foolproof soup, start with high quality *split peas*. Color of peas should be medium to dark green or yellow—not faded or bleached, according to the U.S. Department of Agriculture's Consumer and Marketing Service. Split pea soup not only provides a hearty meal, but is an excellent source of iron, vitamin B, and protein. Here's a cooking suggestion: put in a little ham bone when preparing your soup. It makes quite a tasty difference. □

* * *

Unlike the famous saying, "a rose is a rose is a rose," a casserole is really not a casserole unless it is made with the best *Cheddar cheese* you can buy. How can you be sure of getting the best? Look for the U.S. Grade AA shield, says the U.S. Department of Agriculture's Consumer and Marketing Service. Cheddar cheese that is U.S. Grade AA meets exacting Federal standards for quality, has a fine, highly pleasing flavor, a smooth, compact texture, uniform color, and attractive appearance. When buying Cheddar cheese, also look for the curing category—usually labeled mild, mellow-aged or sharp. And here are a couple of tips for storing and using Cheddar cheese. Be sure to keep it refrigerated; keep it in the original wrapper until you're ready to use it; and after opening, wrap cut cheese in foil, waxed paper, or plastic to prevent drying. □

The NEW MEAT LAW

WHAT'S BEEN DONE?

By Dr. R. K. Somers
Deputy Administrator,
Consumer Protection,
C&MS, USDA

A look at progress in the first year of the Federal Wholesome Meat Act.

A NEW MEAT LAW's first year of operation has moved the Nation's consumers closer to full meat-buying protection.

A look at the "scorecard" of State and Federal activity during the 12 months following enactment of the Federal Wholesome Meat Act in December 1967 reveals:

- That 28 States applied for and were granted Federal assistance for developing strict inspection programs to cover plants that pack or process meat for sale within State boundaries.

- That 1,246 meat establishments were granted Federal inspection, bringing the total number under Federal inspection to 3,087.

- That nearly 2 million pounds of meat products, found in marketing channels to be in violation of the law, were detained in 228 actions.

- That 40 meat plants had been singled out as a danger to public health, with Federal-State follow-up action to see that they were closed down or cleaned up.

The Act gives each State until December 1969 to build a meat inspection system of its own that measures up to the Federal inspection program operated by the U.S. Department of Agriculture for meats crossing State or U.S. borders. If a State is making adequate progress—but doesn't have an approved program by that date—USDA can give

a year's extension.

Many hurdles must be overcome before the December 1969 goal is reached. No State had—by the end of the Act's first year in December 1968—been approved by USDA as having a completely acceptable meat inspection program.

But many States had taken positive steps toward approval. Signing of a Federal-State cooperative agreement is a major step in the effort to develop a program meeting Federal requirements. Before an agreement can be completed, the State needs to have its own law providing—at the least—for compulsory inspection before and after slaughter, as well as reinspection of carcass parts and sanitation requirements. By December 1968, a number of States still lacked the necessary law, but many States expected to introduce legislation early in 1969. Some States—even those with completed agreements—may need additional State legislation to bring their programs up to the standards required by the Wholesome Meat Act.

When USDA approves the State law necessary for an agreement, Federal-State survey teams assess the State's existing inspection program to determine what must be done to upgrade it. The State, with help from USDA's Consumer and Marketing Service, develops a plan for improving its program.

An agreement qualifies the State

for technical help and Federal grants amounting to not more than 50 percent of the cost of operating its inspection program. In the Act's first year, more than \$4.5 million in Federal grants had been made to 25 of the 28 States that had qualified for agreements. About 1,100 State inspectors were trained at C&MS regional training centers and on-the-job in plants.

Strengthening the existing Federal inspection program—under which about four-fifths of the U.S. red-meat supply has been inspected—is a key part of the consumer protection activity under the Act. For instance, some 3,000 restaurants and retail stores handling meat in the District of Columbia were brought under Federal inspection, conducted by D. C. Government sanitarians under Federal supervision. And C&MS reviews of foreign inspection systems were increased to make sure imported meat products, produced under inspection programs of 40 eligible countries, meet the same strict standards as those for U.S.-produced meats.

The new grants of Federal inspection made to U.S. plants, as of December 1968, represented a 53 percent net rise over a year earlier. More than half the 1,246 new grants were to cutting and boning plants which the Act brought under Federal inspection. Others include previously exempted meat establish-

usda foods are versatile

There are probably more uses for USDA foods than you can possibly imagine.

ments selling to retailers across State lines, as well as slaughtering and processing plants that applied for Federal inspection so they would be eligible to ship interstate. Applications for Federal inspection from some 550 meat plants were either rejected by C&MS when the plants were found not capable of producing clean products or were canceled by the plant operators themselves.

To cope with the expanded inspection workload, C&MS hired some 630 new meat inspectors and veterinary supervisors during the year.

The Act granted increased investigative and enforcement powers that go beyond the usual inspection carried out at the plant level. Under this new authority for preventing the possibility of unwholesome or adulterated products from reaching consumers, C&MS detained nearly 2 million pounds of products in 228 separate actions during the year.

The Act also authorizes C&MS to identify plants that are a danger to health and to provide Federal inspection in them if officials of the States where they are located do not get to clean them up or close them down.

In the Act's first year, C&MS had designated 40 meat plants in 12 States and Puerto Rico as "hazardous." Cooperating State officials followed up by closing 10 of the plants and seeing that 21 others were cleaned up before continuing operation.

Of the remaining plants, one made the improvements necessary to come under Federal inspection, and action is underway to make sure that operations in 8 others—all in Puerto Rico—will be corrected to meet at least minimum sanitation requirements.

Implementing the Wholesome Meat Act has demonstrated to Federal and State officials alike that the task of fashioning a nationally uniform meat inspection system is a giant one, even when it's being done through a Federal-State team effort.

Future success of this effort is largely tied to the degree of support that Federal and State officials will have from the Nation's consumers and food industry representatives. □

WHAT'S IN AN ALLOTMENT of foods donated by the U.S. Department of Agriculture besides calories, protein, and other essential nutrients? Many delicious preparations, according to Carteret County, North Carolina, "home-makers," who are food and home experts of the County's Welfare Department. The homemakers work with individual needy families in the county to improve their lives and health with emphasis on eating the proper foods in the best available combinations.

This is a good example of Federal-State cooperation. The Federal Government, through USDA's Consumer and Marketing Service, makes the food available to benefit needy families. And local talent and enterprise devise ways to help recipients make the most of the USDA food they receive. This cooperation, which is effective in other USDA food-assistance programs, is helping all citizens share in the Nation's food abundance.

Take USDA canned meat. This tasty product does not have to be used only for endless sandwiches. According to the homemakers, the meat makes an excellent ham salad (with other ingredients), and an excellent meat loaf when combined with onions and canned tomatoes. As a form of hamburger patties, the donated meat can also be enjoyed in buns made from USDA flour, lard or shortening, with salt and yeast

bought from the store.

USDA flour proves its excellence in many other homemaker preparations such as bread, butter rolls, tea cakes, and biscuits. The flour combines well with donated rolled oats, rolled wheat, and cornmeal to make a variety of cookies. An important ingredient of the biscuits stirred up by the homemakers was USDA reconstituted powdered milk, which was allowed to thicken and sour.

USDA donated egg-mix is usually enjoyed in family meals. Carteret County homemakers point out that it improves corn bread and adds substance and variety to casseroles and desserts.

Canned tomatoes become a new dish for many USDA food recipients when they are served scalloped according to the homemakers' directions. The homemakers also introduced donated instant potatoes, creamed or baked with USDA cheese.

One large family, under the homemakers' prompting, made the "most beautiful" jelly out of donated grape juice so the children could enjoy donated peanut butter in combination with the jelly in sandwiches.

USDA rice also appeared in a homemakers' pudding along with donated raisins while USDA dry beans, a longtime staple favorite among USDA foods, became even more acceptable when flavored with donated butter. □

OFFICIAL BUSINESS

AN ATTRACTIVE SECRETARY sits before a console of electronic switches, flashing lights, and keyboard. She picks up a special telephone, dials a code number which activates a computer eleven miles away, and waits for a distinctive high-pitched tone to come on the line. The secretary returns the telephone to its cradle. Seconds later, a special "printer" next to the console prints out the words, "USDA Market News System Restarted."

This procedure is part of a unique system for analyzing and disseminating cotton quotations by computer.

Automation is by no means new to the Cotton Division in the U.S. Department of Agriculture's Consumer and Marketing Service, but this project is the first use of computers in cotton market news. Market news information is used by producers and others in marketing channels to help make more intelligent buying and selling decisions.

Under the system—operated through a contract with the Biometric Computer Center of the University of Tennessee Medical School and C&MS' Cotton Division—cotton prices quoted by cotton exchange committees working in cooperation with C&MS are fed into a computer in Memphis. There, the information

is digested at lightning speed. The end product is a printout sheet containing thousands of bits of market news information, which is prepared automatically on a terminal "printer" located in C&MS' Cotton Division offices, elsewhere in Memphis.

The printout, in turn, is photographed for publication, and copies are mailed to cotton producers, merchants, mills, speculators, and others dependent on up-to-date market news information.

Seven different cotton market news reports are currently issued regularly under this new computerized system. These reports, issued daily, weekly, bi-weekly, monthly, and annually, contain summaries of cotton prices and quotations in the leading spot cotton markets around the country.

The advantages of issuing cotton market news reports by computer are manifold:

- There is less chance for human error to enter into cotton market news reports. Moreover, the computer is programed in such a manner that it can spot an error when market news data is fed into it.

- The record-keeping procedure for daily, weekly, and monthly prices and averages has been simplified.

Under the old system, clerks recorded the price changes in large workbooks and then calculated prices and averages. In addition, before price quotations could be reproduced, all daily price changes had to be typed each time, proofed, and then photographed for printing. Under the new computerized system, price changes are fed into the computer, where the prices and averages are calculated, and the results are printed out automatically at the rate of nearly 15 characters per second. The print-out is then photographed and prepared for reproduction.

- In lieu of workbooks, prices and averages are stored on magnetic "history" tapes, and are ready for instant use. The system for storing information, incidentally, is "fail-safe." It is literally impossible to accidentally erase any vital market news information.

As a result of this new system market news reports can be issued faster and more efficiently to those who need up-to-date reports on cotton prices and quotations around the country. □

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C&MS statistical clerk punches price quotations on console which is connected to high-speed computer eleven miles away.



PUSH-BUTTON AGE COMES TO COTTON MARKET NEWS

The computer is now providing a unique system for analyzing and disseminating cotton price quotations.

By Edward M. Byrnes